

## **REMARKS**

In the Office Action mailed July 29, 2004, the Examiner rejected claims 1 to 20. This Response "B" cancels claims 2 and 16, amends claims 1, 3 to 12, 14, 15, and 17 to 20, and adds no new claims. Accordingly, claims 1, 3 to 15, and 17 to 20 are now pending in this application.

The examiner objected to claims 6 and 7 because the word "for" should be entered prior to the phrase "entering and viewing information." Claims 6 and 7 have been amended as required by the examiner.

Claims 1 to 4, 8, and 12 to 20 were rejected under 35 U.S.C. 102(e) as anticipated by Leeke et al. (US 6,587,127).

Leeke et al. discloses a content player in which consumers can access and listen to audio content via the Internet such as radio and television broadcasts and provide feedback. In contrast, the present invention is a relational database utilized by marketing professionals to organize marketing efforts for an entity having goods or services for sale. For example, a musical recording company can use the database to market a musician and their recordings or a book publishing company can use the database to market an author and their books. A central feature of the invention is that it enables the marketing professional to easily access contact data for the marketed entity and other entities involved in the marketing campaign. For example, contact data for the marketed entity, contact data for radio or television stations where the marketed entity is publicized etc. The relational database enables the marketing professional to document all events relating to the marketed entity with links to associated contact data. It is noted that the content player of Leeke et al. in contrast cannot be used in this manner because it does not include the required contact data and cannot include this necessary private contact data because the content player is accessed by the public. Such a public content player would never be provided with private contact data in this manner and thus could never be utilized to perform the function which is performed by the present invention.

Independent claims 1 and 20, and claims dependent therefrom, are allowable because they each include the limitations that “the marketed entities link opens a marketed entities window having data fields for entering and viewing contact data relating to particular marketed entities and the avenues link opens an avenues window having data fields for entering and viewing contact data relating to different avenues of marketing”, “the plurality of links includes an events link and the events link opens an events window having data fields for entering and viewing contact data relating to particular events”, and “wherein the contact data relating to the particular marketed entities, the different avenues of marketing, and the particular events each includes a name, a postal address, a phone number, and an email address.” No prior art of record discloses or reasonably suggests the present invention as defined by amended independent claims 1 and 20. Reconsideration and withdrawal of the rejection is requested.

Claims 5 to 7 and 9 to 11 were rejected under 35 U.S.C. 103(a) as unpatentable over Leeke et al. (US 6,587,127) in view of White et al. (US 6,628,302).

Claims 5 to 7 and 9 to 11 are each allowable as depending from allowable independent claim 1, as discussed above, and independently allowable for the novel and nonobvious matter contained therein. Reconsideration and withdrawal of the rejection is requested.

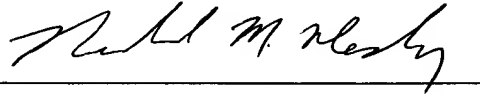
In light of the foregoing, it is respectfully submitted that the present application is in a condition for allowance and notice to that effect is hereby requested. If it is found that the present amendment does not place the application in a condition for allowance, applicant's undersigned attorney requests that the examiner initiate a telephone interview to expedite prosecution of the application.

If there are any fees resulting from this communication, please charge same to our  
Deposit Account No. 16-2326.

Respectfully submitted,

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